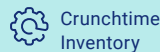
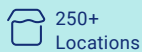


Guzman y Gomez Regains Supply Chain Control and Reduces Food Costs with Crunchtime Inventory

Guzman y Gomez (GYG) was founded in 2006 by childhood best friends who had a vision to build a restaurant business that had the speed and convenience of fast food but to reinvent the category by serving high-quality food. Supported by a team of over 15,200 employees, GYG operates 250+ restaurants in Australia, Singapore, Japan, and the United States, with a goal to open over 40 restaurants a year globally.



Streamlined
inventory lifecycle

Improved
supply chain control

Optimized forecasting
and predictive ordering

Challenge

Rapid Growth Created Complex Supply Chains and Cost Issues

While at first the Guzman y Gomez (GYG) concept was a difficult sell to Australians—who were used to a different, less authentic interpretation of Mexican cuisine — the third year in business marked a major turning point for the chain. And while the rapid growth that GYG quickly began experiencing was great for the brand, it led to operational challenges such as supply chain complexity, inventory management, and food cost control.

Daily orders and deliveries of fresh ingredients had to be orchestrated by over-taxed restaurant teams. **“The accuracy of our stock control and ordering is essential, but the process prior to implementing**

Crunchtime was overly burdensome and time consuming,” said Steve Orleow, Head of Technology & Insights at GYG. This meant that GYG’s teams spent the majority of their labor hours completing vendor orders and inventory checks instead of spending valuable time on the floor with guests.

There were also problems stemming from GYG’s hypercustomizable menu; it was great for guests as it provided choice, but created further challenges with recipe management, inventory management, and accurate cost control. With goals of gaining better supply chain control, lowering food costs, and improving efficiency across all locations, GYG realized that it needed to find a better solution for managing restaurant operations.

Solution

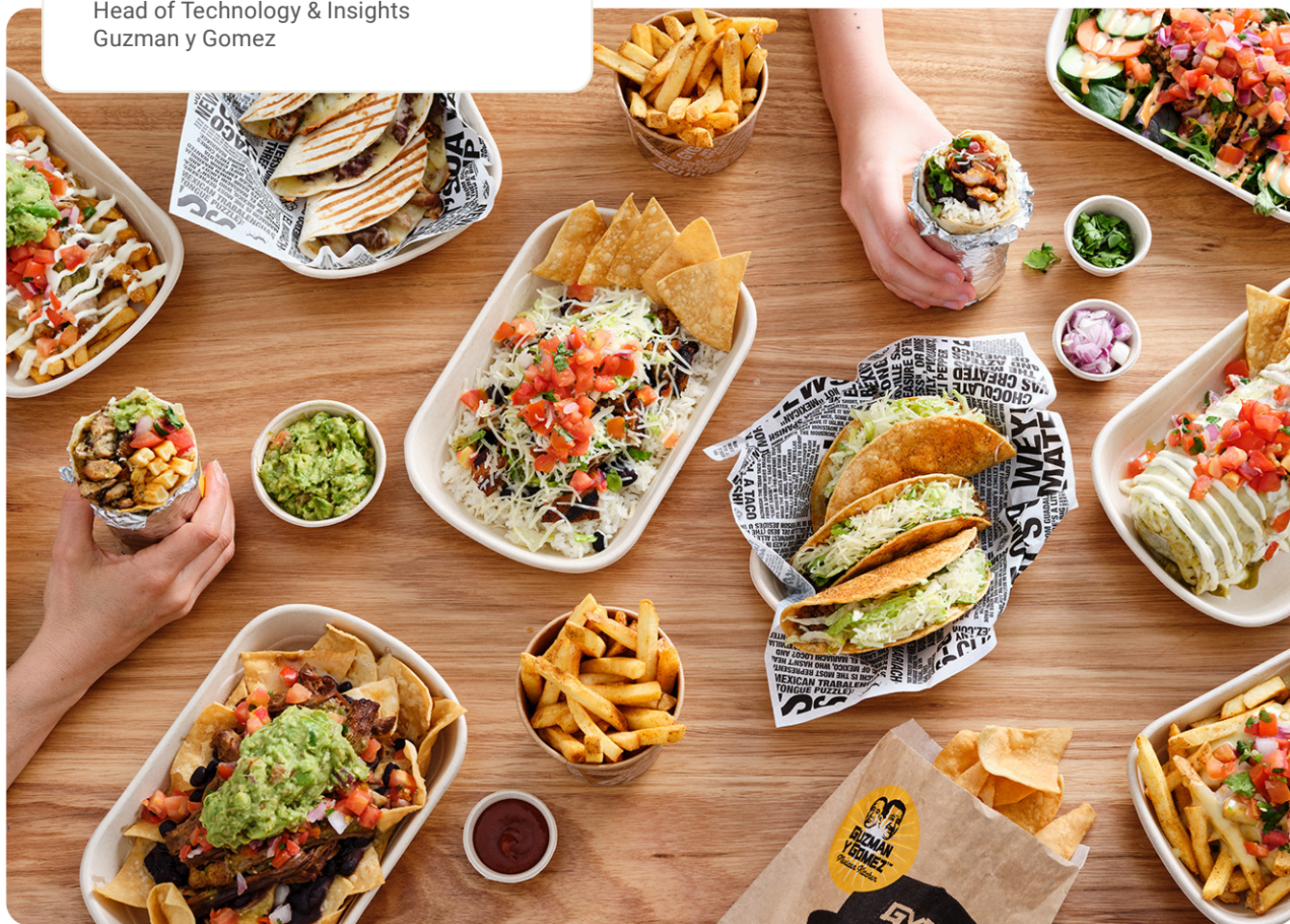
Automating Inventory Processes

“At GYG, we’re driven to be the best restaurant group in the world from a food perspective. What became clear to us is that we needed the technology to support this aspiration,” Orleow noted. “We researched the market, looking for a solution that could support our growing needs, and provide competitive advantages as we scaled.”

“Crunchtime has been a big factor in our success. Their experts work with us weekly to better understand the rich functionality of the product, so we’re continuously making improvements that directly impact our restaurants. With Crunchtime, we’ve taken control of our supply chain.”

Steve Orleow
Head of Technology & Insights
Guzman y Gomez

Guzman y Gomez selected Crunchtime Inventory because it provided an all-in-one solution to their back-of-house troubles, from perpetual inventory management to vendor supply chain operations. Crunchtime’s ability to provide real-time analytics and reporting on a wide variety of KPI’s was another selling-point, as it gave each GYG restaurant instant visibility into sales metrics and cost saving opportunities. With greater flexibility and the assurance that Crunchtime would provide cost savings, the GYG restaurant teams were able to refocus their attention on the customer experience.



Results

Reduced Food Costs and Regained Supply Chain Control

“Crunchtime Inventory has been a big factor in our success. Their experts work with us weekly to better understand the rich functionality of the product, so we’re continuously making improvements that directly impact our restaurants. Together, we find new ways the product will drive operational efficiency or improved profitability,” Orleow said. “Crunchtime Inventory is highly customizable, with strong menu management capability and central admin management. With Crunchtime, we’ve taken control of our supply chain.”

By leveraging Crunchtime’s sales forecasting capability, GYG was able to customize predictive ordering for each restaurant allowing managers to order inventory more accurately.

The direct integration with local vendors ensures each restaurant manager can place accurate orders for each location leading to significantly less food waste.

In addition to ordering, receiving and invoicing is now easy and efficient. GYG’s supply chain team can control their vendor ordering process across all restaurants to ensure consistent recipe creation, bid management, and electronic invoicing. With these changes, GYG’s restaurant staff no longer worries about managing vendor orders.

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Steve Orleow
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GYG has also had success lowering food costs and eliminating food waste, both of which had been challenging before implementing Crunchtime Inventory. Crunchtime has given the company the ability to optimize its food prep processes to more accurately meet its customer demand, leading to an overall reduction in food waste. Orleow also praises the effectiveness of Crunchtime’s actual versus theoretical cost variance tracking, which allows GYG to identify and quickly address profit leaks, further reducing wastage and noticeably improving profitability.

“Inefficiencies are highlighted faster, and variances are simpler to identify and rectify, for quick and easy benchmarking,” said Orleow, explaining that GYG can identify its better performing restaurants to see what’s working well and challenge underperformers to strive towards similar, attainable improvements. Thanks to Crunchtime Inventory, GYG can now ensure that all locations deliver on the same promises of serving high-quality food and providing exceptional customer experiences.